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October 14, 2014

Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Room TW-A325
Washington DC 20554

RE: MB Docket No. 14-90
Public Comment RE. AT&T's Support of V-me Media Inc.

Dear Commission Secretary:

I am pleased to provide this letter detailing the positive relationship V-me Media Inc. ("V-me") has had with AT&T in support of the proposed AT&T-DIRECTV merger. As you may know, V-me is the largest Hispanic-owned and operated Spanish-language network in the United States. Since its launch in 2007, V-me (pronounced in Spanish as "veh-meh" meaning "watch me") has strived to provide PBS-quality educational programming to the U.S. Hispanic community. V-me's alternative Spanish language programming is inspirational and educational, and dedicated to entertaining Hispanic families while reflecting on the screen a positive image of the U.S. Hispanic community. V-me Media's *V-me* and *V-Me Kids* channels are broadcast throughout the United States via free over-the-air transmission ("OTA"), cable, and satellite distribution. Today, V-me is the 4th largest Spanish network in U.S. household reach and maintains affiliations with 43 PBS stations across the U.S.

In 2008, V-me partnered with AT&T to broadcast the *V-me* channel nationwide on AT&T's U-Verse. In 2010, AT&T added the *V-me Kids* channel to its U-Verse package. Reflecting our mutual educational and family-oriented values, *V-me Kids* provides quality Spanish language children programming such as *Plaza Sesamo* (Sesame Street), *Thomas the Train*, and *Angelina Ballerina*. Similarly, the *V-me* channel broadcasts PBS-quality Spanish language educational programming, to include 3 hours each day of E/I children programming in Spanish, and current affairs specials that highlight and discuss national issues that impact the Hispanic community.

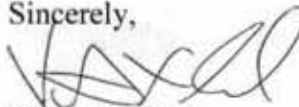
The AT&T-V-me partnership has been critical to V-me Media's continued existence as the largest independent and Hispanic-owned network in the United States. Through this partnership, AT&T had demonstrated its wholehearted commitment to support independent Hispanic-owned programmers like V-me Media Inc. It is equally important to note that our partnership with AT&T has in effect allowed the company to step up as "sponsors" of our free V-me OTA

broadcast that is transmitted to U.S. Hispanic households through 44 PBS affiliate partners. If not for this partnership, hundreds of thousands of Latino viewers across the country would not have access to this important programming for their families. With the combined company that brings to bear the assets of DirecTV, we look forward to continuing our partnership with AT&T and engaging in a dialogue that will allow V-me to provide more positive Spanish language programming to our communities and allow us to continue operating as the largest independent Hispanic-owned television network in the United States.

Without hesitation, I close by stating that AT&T understands the importance of independent programmers in the Hispanic media sector and has been a strong partner in helping us establish and grow our independent Spanish-language programming for the Hispanic community. Furthermore, V-me believes that this merger will provide even more opportunities for AT&T to demonstrate their unmatched commitment to diverse independent programming that will benefit millions of viewers across the country.

I thank you for your consideration of these comments. Please do not hesitate to contact me on with any additional questions on 305-377-9810.

Sincerely,



Victor X. Cerda
Senior Vice-President
V-me Media Inc.